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CLAIMS

1. A business innovation park comprising a plurality of distinct interaction zones arranged as in a theme park and each providing resources and services in respect of a particular facet of developing a new business proposal from an initial idea to an execution plan, the park further comprising a core area for informal interaction between users of the park.
2. A park according to claim 1, wherein the park is established as a real physical environment on one site for users to walk around.
3. A park according to claim 1, further comprising an information technology infrastructure linked to and available in all said zones and said core area for collecting, collating and presenting data about a business idea as it is taken through the zones, the information technology infrastructure being accessible both to said users and to consultants operating in the park.
4. A park according to claim 1, wherein each zone is provided with sets of items, each set being adapted for a particular planned activity relevant to the purpose of the zone and being presented to reflect a specific aspect of a theme of the zone.
5. A park comprising a plurality of distinct interaction zones arranged as in a theme park and each providing resources and services in respect of a particular facet of developing a new business proposal from an initial idea to an execution plan, said zones comprising:
- a future-world zone for experiencing leading edge technologies and/or simulations of future technology-enabled scenarios of potential relevance to the new business proposal;
 - an innovation zone for envisioning and conceptually exploring the new business proposal;
 - a treasure-island zone for examining the business case for the new business proposal;
 - a voyage-to-reality zone for evolving an execution plan for realising the new business proposal;

the business proposal potentially changing as a result of the activities in a zone, and the park further comprising a core area for informal interaction between users of the park.

6. A park according to claim 5, wherein the park is established as a real physical
5 environment on one site for users to walk around.

7. A park according to claim 5, further comprising an information technology
infrastructure linked to and available in all said zones and said core area for collecting,
collating and presenting data about a business idea as it is taken through the zones, the
10 information technology infrastructure being accessible both to said users and to consultants
operating in the park.

8. A park according to claim 5, wherein each zone is provided with sets of items, each set
being adapted for a particular planned activity relevant to the purpose of the zone and
15 being presented to reflect a specific aspect of a theme of the zone.

9. A park according to claim 8, wherein the future-world zone is specifically themed on
outer space, the innovation zone is specifically themed on weather, the treasure-island zone
is specifically themed on a desert island, and the voyage-to-reality zone is specifically
20 themed on travel.

10. A park according to claim 5, wherein the park is established as a real physical
environment on one site for users to walk around with each zone being provided with sets
of items where each set is adapted for a particular planned activity relevant to the purpose
25 of the zone and is presented to reflect a specific aspect of a theme of the zone; the park
further comprising an information technology infrastructure linked to and available in all
said zones and said core area for collecting, collating and presenting data about a business
idea as it is taken through the planned activities of the zones, the information technology
infrastructure being accessible both to said users and to consultants operating in the park.

11. A park according to claim 5, wherein the core area is also adapted for providing guidance for a group taking its new business proposal around the park.

12. A park according to claim 7, further comprising hand-held mobile devices integrated
5 into the information technology infrastructure and intended for user data input and output.

13. A park according to claim 7, wherein the information technology infrastructure is adapted to enable persons remote from the site to participate with users in the site in developing a business proposal.

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14. A park according to claim 5, wherein the park is established as a virtual environment.

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18. A business innovation system comprising four distinct interaction zones each providing resources and services for a respective one of the following activities concerning a new business idea:

- experiencing of leading edge technologies and/or simulations of future technology-enabled scenarios of potential relevance to the new business idea;
- envisioning and conceptually exploring the new business idea;
- examining the business case for the new business idea;
- evolving an execution plan for realising the new business idea;

the business idea potentially changing as a result of the activities in a zone.

19. A system according to claim 18, further comprising an information technology infrastructure linked to and available in all said zones for collecting, collating and presenting data about a business idea as it is taken through the zones.

20. A system according to claim 18, wherein the system further comprises a core area for informal interaction between users of the system and/or for providing guidance to users.

21. A system according to claim 18, wherein the system further comprises additional distinct zones concerning facets of developing the business proposal.

22. A system according to claim 18, wherein the system is established as a real physical environment on one site for users to walk around.

23. A system according to claim 19, further comprising hand-held mobile devices integrated into the information technology infrastructure and intended for user data input and output.

24. A system according to claim 19, wherein the information technology infrastructure is adapted to enable persons remote from the site to participate with users in the site in developing a business proposal.

25. A system according to claim 18, wherein the system is established as a virtual environment.

5 26. A business innovation method involving providing a plurality of distinct interaction zones arranged as in a theme park each with resources and services in respect of a particular facet of developing a new business proposal from an initial idea to an execution plan, and progressing a business proposal around the park according to the state of the business proposal on leaving a zone just visited, the business proposal potentially re-
10 visiting a zone one or more times as required for development of the business proposal.

27. A method according to claim 26, further involving using an information technology infrastructure to collect, collate and present data about a business proposal as it is taken through the zones, the information technology infrastructure being accessible both to users
15 and to consultants.

28. A method according to claim 26, wherein the zone activities take place at the same physical site.

20 29. A method according to claim 26, further involving providing an informal interaction area and giving users time to interaction informally in this area between sessions in the zones.

30 30. A method according to claim 26, wherein each zone is provided with sets of items, each set being adapted for a particular planned activity relevant to the purpose of the zone and being presented to reflect a specific aspect of a theme of the zone.

31. A method according to claim 26, the method involving providing consultants to facilitate activities in the zones and to coordinate progress around the zones.

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32. A method according to claim 26, involving establishing a collaboration between a user taking a business proposal through the zones and at least one of:

- another, un-related, user;
 - an internal consultant;
 - a visiting consultant or exhibitor;
 - an external party selected on the basis of their ability to assist in implementing the
- 5 business proposal.

33. A business innovation method involving progressing a new business idea around four distinct interaction zones each providing resources and services for a respective one of the

10 following activities concerning a new business proposal:

- experiencing of leading edge technologies and/or simulations of future technology-enabled scenarios of potential relevance to the new business proposal;
 - envisioning and conceptually exploring the new business proposal;
 - examining the business case for the new business proposal;
 - 15 - evolving an execution plan for realising the new business proposal;
- the business proposal potentially changing as a result of the activities in a zone.

34. A method according to claim 33, further involving providing an information technology infrastructure for collecting, collating and presenting data about a business

20 proposal as it is taken through the zones, the information technology infrastructure being accessible both to users and to consultants.

35. A method according to claim 33, wherein the zone activities take place at the same physical site.

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36. A method according to claim 33, further involving providing an informal interaction area and giving users time to interaction informally in this area between sessions in the zones.

30 37. A method according to claim 33, wherein each zone is provided with sets of items, each set being adapted for a particular planned activity relevant to the purpose of the zone and being presented to reflect a specific aspect of a theme of the zone.

38. A method according to claim 33, involving progressing users through the park according to the state of their business proposal on leaving a zone just visited, the user potentially re-visiting a zone one or more times as required for development of their business proposal.

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39. A method according to claim 33, the method involving providing consultants to facilitate activities in the zones and to coordinate progress around the zones.

40. A method according to claim 33, involving establishing a collaboration between a user
10 taking a business proposal through the zones and at least one of:

- another user;
- an internal consultant;
- a visiting consultant or exhibitor;
- an external party selected on the basis of their ability to assist in implementing the
15 business proposal.